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BIMI - Frequently Asked Questions

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BIMI Standards

What is BIMI?

BIMI, Brand Indicators for Message Identification, is an emerging standard for inserting registered trademarks inside email clients that makes it simple for organizations to display their brand on emails. This means that when a user opens up an email on an email client that supports it, organizations that have adopted BIMI will be able to present their registered logos to end-users in a secure, interoperable way.

What is the approximate time it would take to get BIMI in place if starting without DMARC or a registered trademark logo?

DMARC compliance takes an average of five to eight weeks, depending on the number of sources there are to configure and the speed at which you can implement the needed records. It can take anywhere from three to six months or more to get a registered trademark, depending upon country.

Is BIMI expected to become a new internet standard?

There is currently an [IETF draft](#) under review, but there is no internet standard yet.

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BIMI – Frequently Asked Questions

Can BIMI be attached to CRM-generated emails that may be sent from a different IP?

Yes, BIMI will show the registered logo on any email from a BIMI-enabled domain, as long as a VMC has been issued and it is DMARC compliant.

Where are the company logos that are used for BIMI records sourced?

The registered logo is provided by your company for authentication as an image in SVG Tiny format. Once authenticated, it is published in a TXT record on your DNS, and then hosted on a server, similar to the DMARC TXT.

Where do we upload the registered logo that we want to show up in email communications?

It can be uploaded to any public-facing website secured with a TLS/SSL certificate. The URL for that website will then need to be published in your DNS as a TXT record, similar to DMARC TXT.

Is BIMI available for only B2C email deployment? What about B2B?

BIMI will show the registered logo on any email from a BIMI-enabled domain, as long as a VMC has been issued and it is DMARC compliant.

Do I need to send a high volume of email to be eligible for BIMI?

No. Any sender, regardless of volume, can be eligible for BIMI if they have a registered trademark logo and DMARC compliance.



General Availability

When will BIMI be rolled out beyond Gmail?

[Gmail announced support for BIMI in July 2021](#). At the moment Comcast, Fastmail, and Yahoo! have all publicly expressed interest in joining the BIMI program but have not published when support will begin.



BIMI – Frequently Asked Questions



Verified Mark Certificates

What is a verified mark certificate (VMC)?

VMCs are the latest digital certificate type and the first digital certificate to provide logo verification for email communications. VMCs help your organization by bringing verification to email communications and delivering brand assurance to emails on applications that support it.

What are the requirements for VMC issuance?

1. High assurance validation process.
2. Have DMARC, SPF and DKIM technology set to reject or quarantine policy.
3. Trademarked logo registered in your local jurisdiction.
4. Trademarked logo file formatted as an SVG with Tiny (1.2) profile, in a square aspect ratio

Where can I get a Verified Mark Certificate (VMC)?

To get started, visit entrust.com/vmc.

Does the logo *have* to be a registered trademark?

Yes, a registered trademark is one of the requirements in order for a VMC to be issued.

What is the difference between BIMI and a Verified Mark Certificate (VMC)?

BIMI is the protocol that enables organizations to display a registered logo alongside email messages. A VMC verifies that the logo belongs to that company and that it is a legitimate company. A VMC ties into the BIMI record as a tamper-proof security measure.

To have a registered trademark logo, does our company name also need to be registered?

No, only the registered logo that will be used for BIMI needs to be registered.



BIMI – Frequently Asked Questions

What trademark registration offices are accepted?

Country / Region	Trademark Offices Authorized for Verified Mark Certificates	String Value for a Trademark Under Sec. 4.5.2.4.1 and 4.5.2.4.2
United States (US)	United States Patent and Trademark Office (USPTO) https://www.uspto.gov/	US
Canada (CA)	Canadian Intellectual Property Office http://www.ic.gc.ca/eic/site/cipointernet-internetopic.nsf/eng/h_wr00002.html	CA
European Union (EM)	European Union Intellectual Property Office https://euipo.europa.eu/ohimportal/en	EM
United Kingdom (GB)	UK Intellectual Property Office https://www.gov.uk/search-for-trademark	GB
Germany (DE)	Deutsches Patent- und Markenamt https://www.dpma.de/	DE
Japan (JP)	Japan Trademark Office https://www.jpo.go.jp/	JP
Australia (AU)	IP Australia https://www.ipaustralia.gov.au/	AU
Spain (ES)	Spain – Oficina Española de Patentes y Marcas https://www.oepm.es/es/index.html	ES

Is there a limit on how long your Verified Mark Certificate is valid for?

Currently, they are valid for one year.

What happens with subdomains under BIMI?

Each subdomain requires its own VMC.



BIMI – Frequently Asked Questions

My registered trademark logo is slightly different (position or color) than what is trademarked, is that ok?

If the submitted mark is substantially identical to the registered mark but has some minor variations (size/aspect ratio, background color, etc.) the Entrust verification team will request a signed letter from the applicant indicating that the submitted mark is within the scope of the trademark registration.

Are wordmarks allowed for companies that do not have a registered design mark or logo?

Yes, registered wordmarks are allowed.

Are service marks allowed for companies that do not have a trademarked logo?

Yes, registered service marks are allowed.



DMARC

What is DMARC?

DMARC is an email authentication protocol that was developed to give email domain owners the ability to prevent email spoofing.

At what stage of the DMARC journey do you need to be at to start implementing BIMI?

To meet the BIMI requirements users need to be at least in p=quarantine; pct=100 or at any percentage in p=reject.

Will the DMARC implementation hold back the formal VMC verification?

No, the VMC verification is done parallel to and separate from the DMARC implementation.



Email Service Providers

Which major email service providers are on the roadmap for BIMI besides Google?

At the moment Comcast, Fastmail, and Yahoo! have all publicly expressed interest in joining the BIMI program.



BIMI – Frequently Asked Questions



Gmail

Some Gmail users already have their photo or logo appear in the circle to the left of the sender's name. Is this the same thing as BIMI?

Gmail users can set up a personal Google account using their email address and upload a profile picture to their personal profile. The image appears alongside personal email communications. This is different from BIMI, which verifies logos having a registered trademark and is tied to a confirmed sending domain used for bulk business email communications.

Is there an option for the hobbyist or small business owner, who might not have the resources to get a registered trademark logo?

In order to meet BIMI requirements, a registered trademark is required.



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